

Zitong Zeng

60 Stamford Road
Singapore 178900

Email: ztzeng@smu.edu.sg
Phone: +65 6828 9627

EMPLOYMENT

Singapore Management University, School of Accountancy 2025-Present
Assistant Professor of Accounting

EDUCATION

University of California, Los Angeles 2020-2025
Ph.D. in Management

Columbia University 2018-2019
M.A. in Quantitative Methods in the Social Sciences

University of Toronto 2014-2017
B.B.A. in Management and Finance (High Distinction)

WORKING PAPERS

[1] **“From FASB to Retail Shelves: ASC 606, Promotions, and Prices” (Job market paper)**
Presented at FASB, UCLA Anderson, 36th Annual WashU Olin Accounting Research Conference, Emerging Scholars Conference 2024, 2024 Conference in Financial Economics and Accounting, 2025 FARS Midyear Meeting, NUS, NYU Stern, USC Marshall, HKUST, SMU; featured in 'How an Accounting Change Hit Store Prices' by Dee Gill in the UCLA Anderson Review

[2] **“Retail Investor Trading and Market Reactions to Earnings Announcements”, with Henry Friedman**
Presented at 2021 Trans-Atlantic Doctoral Conference, 2022 AAA FARS Conference, 2022 Conference on Financial Economics and Accounting, 2022 Hawaii Accounting Research Conference, 19th London Business School Accounting Symposium, UC Berkeley; featured in 'When Individuals Concentrate in a Stock, Earnings Surprises Play Out Differently' by Carla Fried in the UCLA Anderson Review

[3] **“How Does Management Guidance Affect Investors’ Responses to Earnings Announcements”, with Henry Friedman, Kanyuan Huang, Kaiwen Wu**
Presented at SUSTech, SUFE, 2024 CUHK-Shenzhen Forum of Asian Accounting Scholars, 2024 AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium, 2024 Conference in Financial Economics and Accounting, New Institutional Accounting, 2025 FARS Midyear Meeting, NUS

[4] **“Beyond the Scandal: Financial Misconduct and Improvements in Product Quality”, with Yuqing Zhou**
Presented at 2023 CUHK Annual Conference, UCLA Anderson, NUS, UC Irvine, 2024 Hawaii Accounting Research Conference

TEACHING EXPERIENCE

UCLA, Anderson School of Management Teaching assistant (Full-time MBA/EMBA)	2022 – 2025
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CONFERENCES PRESENTATIONS & PARTICIPATION

2025	FARS Midyear Meeting ^P
2024	Journal of Accounting & Economics Conference Emerging Scholars Conference ^P Conference in Financial Economics and Accounting ^P Nicholas Dopuch Accounting Conference ^P AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium ^P Hawaii Accounting Research Conference ^D FARS Midyear Meeting (Doctoral Consortium)
2023	UCLA Anderson Accounting Conference
2022	FARS Midyear Meeting
2021	Trans-Atlantic Doctoral Conference ^P

P: Presentation; *D*: Discussion

AWARDS & SCHOLARSHIPS

UCLA Dissertation Year Fellowship	2024 – 2025
CGM Ph.D. Global Research Award	2024 – 2025
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium Fellow	2024
FARS Scholarship	2024
UCLA Graduate Fellowship	2020 – 2025
University of Toronto Dean's List	2014 – 2017

AD-HOC REVIEWER

The Accounting Review, Review of Accounting Studies